

**Action Plan for  
Fort Monroe Fortress Frame & Craft Shop  
January 2007**

**GOAL 1:** Exceed NIBD Objective.

**STRATEGY:** Offer specials to get customers in facility.

**LONG TERM OBJECTIVES:** To increase income and bottom line.

**SHORT TERM OBJECTIVES:**

- |  |               |
|--|---------------|
| 1. Chocolate Chip Cookie Day - 10 % off custom framing and free cookies to each patron. A successful repeat program. | March 2007    |
| 2. Pick random days through out the year and hand out framing coupons to customers who are in the shop.              | February 2007 |
| 3. Celebrate Army's Birthday with drawing for \$50 gift certificate and free flag pins to all patrons that day.      | June 2007     |
| 4. Keep a close hold on NAF labor and supply use.  | January 2007  |

**GOAL2:** Deliver customer driven MWR program planning.

**STRATEGY:** Survey customers to see what types of classes/services they are looking for.

**LONG TERM OBJECTIVES:** Provide classes and services that will provide income and satisfy customer needs

**SHORT TERM OBJECTIVES:**

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|---|----------|
| 1. Conduct surveys with Ft. Monroe Community  | Mar 2007 |
| 2. Continue classes/programs that are working | Feb 2007 |
| 3. Focus on customer service.                 | Jan 2007 |

**GOAL 3:** Maintain stewardship of our facility

**STRATEGY:** Coordinate with staff and CAC manager to keep our facility in top shape.

**LONG TERM OBJECTIVE:** To keep our shop clean, functional and appealing to staff and customers.

**SHORT TERM OBJECTIVES:**

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|---|----------|
| 1. Daily check of shop for cleanliness                  | Jan 2007 |
| 2. Assign cleaning schedule to staff                    | Jan 2007 |
| 3. In line with BRAC continue to clean out storage shed | Aug 2008 |
| 4. Continue to lower ceramic mold inventory             | Aug 2007 |

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